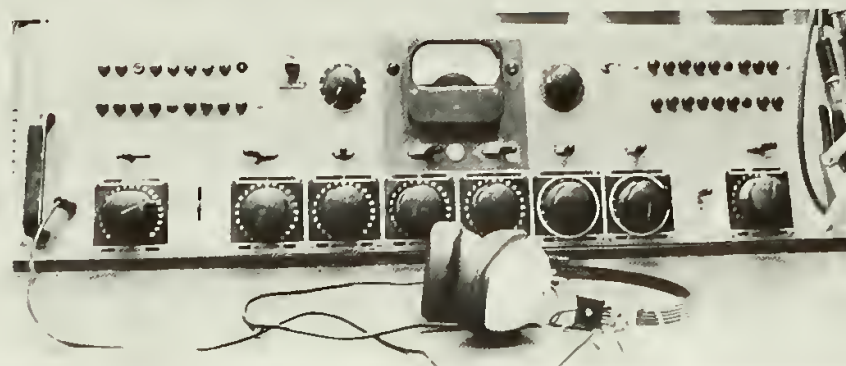


FOLIO

KPFA FM94 : LISTENER SPONSORED PACIFICA RADIO : SEPTEMBER 1974



Station Returns to Air : KPFA Strike Over

(Editor's note: Staff, volunteers, strikers, non-strikers, local advisory board members, Pacifica Foundation—all of us are too close to a bruising, soul-wrenching experience to objectively report on the KPFA strike and its settlement. We offer, instead, a condensation, with addenda, of an article in the Berkeley Barb, 30 August–5 September, 1974.

With [most] all their major demands met, KPFA staff returned to work Monday and ended the strike which has kept the listener-sponsored station silent for 35 days.

The station now clearly faces a long uphill struggle to reorganize programming, get on a sound economic footing, and test out the terms of settlement which some believe do not resolve the basic political conflicts that have plagued the station for the past couple of years.

To begin with, KPFA has to find around \$58,000 to pay its outstanding bills, according to Will Lewis, manager of sister station KPFB in Los Angeles, who is acting interim manager of the Berkeley station pending the appointment of a permanent manager.

For the time being, the station is being run by an all-volunteer staff. None of the salaried staff will start getting paid for at least a month and this could easily turn out to be three or four months.

The strike organization, by a vote of 51 to 3, last Thursday [22 August] ratified an agreement negotiated with the Pacifica National Foundation, which they described as representing "a solid victory for the strike and for non-commercial radio."

Station manager Roger Pritchard, whose dismissal was a key strike demand, has left KPFA feeling himself an innocent victim of heavy Berkeley politics. Craig Pyes, whom the strikers also wanted fired as promotion consultant, resigned four weeks ago "in support of management" and split for Mexico.

Jahid Ashley, who was fired as Third World programming coordinator a week before the strike began, has been reinstated as part of the settlement; and the union contract negotiations demanded by the Pacifica Workers Union has also been agreed to.

Perhaps most significant in the long run is the fact that the settlement provides for "due process" for all paid and unpaid KPFA workers in the areas of programming, grievances, hiring and firing, and the hiring of new management at the station. As the strikers' final press statement points out, "Workers now have an official voice in station operations for the first time at KPFA."

But it is in this area that certain contradictions persist, which could provide a breeding ground for future conflicts between staff and management. On one hand, steps have been taken to collectivize the operation, yet on the other hand, the

workers have signed themselves to an agreement which acknowledges control by management.

Of course, the true measure of the strike's success or otherwise will be what kind of programs are put together and aired in the coming weeks. There is certainly a new spirit of solidarity among the KPFA workers after the experiences of the past five weeks, but there are fears that they may have tied themselves up with too many internal procedures and structures which will not allow them to experiment with new programming ideas.

There also remains the continuing problem of the lack of a procedure to train people in the broadcasting skills essential to a tighter, more imaginative and more professional radio station.

Throughout the five-week strike, little has been heard of what KPFA's subscribers and listeners feel about their station having a nervous breakdown. Many have been annoyed and disappointed, but, as one striker pointed out, listeners in general are less interested in the station's internal structure than in what goes out on the air.

Will Lewis said that the station needed to get a feeling for "who's out there" and what kind of programs and schedule the community needs.

There will have to be considerable "subscriber solidarity" to get KPFA out of the hole financially in the next few months. Lewis promises a newsletter will soon be going out to subscribers explaining the strike and its economic aftermath, with a plea to dig a little deeper this time to get the station back on its feet, where it will hopefully stay and become a revitalized voice of the community. ►

Dear Listener-Sponsor:

This is one of the most difficult letters that a Pacifica station manager has had to write to a subscriber.

Its purpose is to adequately explain why you were deprived of more than 32 days of programming that you have underwritten in advance. (we probably can explain. Whether the silence can ever be fully justified is another story.)

At the same time we will ask you for your continued support. (That may be easier, for we have 25 years of service behind us, as well as the promise of the future.)

Length of Strike

When the majority of the paid staff and volunteers took the station off the air on 22 July, I believe they had no idea that it would take 32-days to reach a settlement.

The Pacifica Foundation's position was that although it considered the station's silence as regrettable and irresponsible, it would be equally irresponsible to allow KPFA to go back on the air without addressing itself to the underlying issues plaguing the station.

Had the central issue been solely that of replacing the manager, as some strikers and local board members have maintained, then six solid days of hard NEGOTIATIONS (August 17-22) would hardly have been necessary to nail down a settlement.

Causes of the Strike

The strike was triggered by the announcement of major layoffs of the paid staff, including the only two blacks on the staff, because of the station's mounting financial problems.

My impression, however, was that the underlying cause of the strike stemmed from a wide-spread feeling of powerlessness and alienation on the

TO THE KPFA PROGRAM COUNCIL:

My favorite KPFA programs are:

My LEAST favorite programs are:

Here's a program suggestion:

Here's an additional donation of \$.....

please clip and insert in return envelope.

part of staff and volunteers--particularly those who consider themselves "unpaid" staff. KPFA was having a crisis of the spirit as well as a crisis of the pocketbook.

The Settlement

The agreement provides for proper consultation by management with the paid and unpaid staff in both programming and financial affairs of KPFA.

For the first time valuable volunteers are recognized as unpaid staff members and are given the opportunity to participate in the decision-making process.

At the same time the settlement recognizes the severe financial plight of the station. For the next 30-45 days KPFA will operate with an all volunteer staff in much the same way the Pacifica station did when Lewis Hill and his courageous volunteers began this exciting experiment in freedom of the airways.

I am pleased to report that morale is running high. And that KPFA's 16-hour salute to the American worker on Labor Day was met with enthusiastic reception from the listeners.

Outlook for the Future

For the immediate future, KPFA's survival will depend upon the loyalty of its more than 10,000 subscribers. Almost one-fifth of you are up for renewal during this period.

Because of the strike, your subscription has been extended one month. Your early renewal, however, can make a difference on how fast the station can be turned around financially.

The first full FOLIO will return in November. An interim program schedule appears on the back page of this newsletter. You will receive a more detailed and revised schedule sometime after the first week in October.

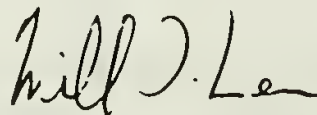
The "New" KPFA

The reason we will not be returning to a complete FOLIO immediately is that we--staff, volunteers and management--are re-thinking our program schedule.

And we're including you in the decision-making mix. Two listener-sponsor meetings early this month--one in Berkeley, the other in San Francisco--have given us valuable input. If you have your favorite programs as well as pet gripes, we'd like to hear from you.

And when you do, why not include an extra donation. Your generosity now will prevent or postpone a minithon, or even a marathon.

Sincerely yours,



Will I. Lewis
Acting Interim Manager

Interim Program Schedule

September

DAILY MONDAY TO FRIDAY

- 7:00 MORNING SHOW**
With Kris Welch. News reports at 7:17 and 8:50.
- 9:00 MORNING CONCERT**
With Charles Amirkhanian
- 11:15 READINGS**
From World Literature
- 11:45 PROGRAM SCHEDULE**
Announcements of programs for the day and evening.
- 12:00 NEWS**
- 12:45 LIVE RADIO**
Interviews and phone-ins.
- 1:00 REBROADCASTS**
Rebroadcasts of evening programs and other programs of special interest from all departments.
- 3:00 WORLDWIDE MUSIC**
- 5:30 MAGAZINE**
Reviews, criticism, interviews from all departments.
- 6:00 THE KPFA EVENING NEWS**

SAT.

SUN.

▽ To be announced

▽ To be announced

Lesbian
Air (bi-
weekly)

Nothing is
more precious
than.

news
(15 min.)

	MON.	TUE.	WED.	THUR.	FRI.	more programs than.	(15 min.)
7:30	Chinese Media	Reflecciones De La Raza	Third World News	Asian Media/ Third World Special	Black Media	Larry Bensky: Jazz and other progressive sounds. ▽	Souls of Black Folk
8:30	Soviet Press William Mandel	Drama and Literature	Music Depart.	Public Affairs	1750 Arch St. concerts		
9:00	Music Department		Sounds D & L				Susan Otori
9:30							
10:00		Unlearning to Not Speak	Fruit Punch gay programs	Old Radio Theater Bud Cary	Drama & Literature		
10:30	News (Repeat)	News (Repeat)	News (Repeat)	News (Repeat)			
11:00	Night shows	Night shows	Night shows	Night shows	Night shows		
11:30							